

SYSTEM AND METHOD FOR PROVIDING PERSONALIZED CUSTOMER  
ASSISTANCE USING A FINANCIAL CARD HAVING AN RFID DEVICE

ABSTRACT OF THE DISCLOSURE

According to one embodiment, a method of providing personalized customer service is provided. The method includes receiving purchase information from purchases made from a merchant using a financial card affiliated with the merchant.

5 The financial card has an associated financial account and an RFID device coupled thereto. The RFID device stores identification data identifying the customer and/or the financial account. The purchase information includes an identification of items purchased during the purchases. The method further includes causing the received purchase information to be stored in storage separate from the card as purchase

10 history information associated with the financial account. The method includes reading the identification data from the RFID device using an RFID reading device, identifying the financial account based on the identification data, and retrieving from storage the stored purchase history information associated with the identified financial account. The method further includes providing personalized service to the customer

15 tailored to the purchase history information associated with the identified financial account.